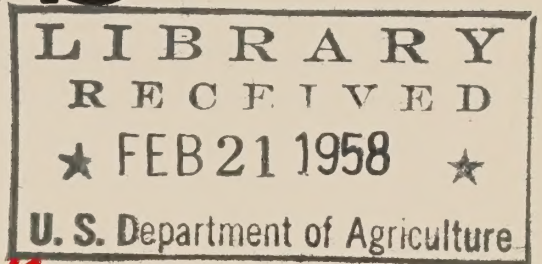


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STRAWBERRY PLANTS



1958 Season



Fairview Fruit Farm

Pierceton, Indiana

STRAWBERRIES

"The Universal Fruit"

The more we work with this great strawberry, the more we like to think of it as the world's most universal fruit; universal in that its supreme adaptability to so many different soils and climates makes it available to so many people, and universal in that its striking appearance, its delicate aroma and its delicious flavor are so appealing to so many. The season's first and finest fruit.

For, happily, as we think of this remarkable strawberry, it is not just the wishful wandering of the imagination on a winter evening. This wonderful fruit so appealing to everyone adapts itself so readily to so many different conditions that it is common in every state. It thrives on such a wide variety of soils that your own just suits it. It is very simply yours for the trying and the doing.

Strawberries come right down to earth, too. For they will not only give you from your own garden great quantities of as delicious a fruit as the world knows, but they also offer excellent commercial opportunities. In these days of steadily mounting pressure on the farmer with a relatively small acreage, that farmer may find in strawberries, especially if he has some extra help around his place, an opportunity to augment his income with a project which requires little cash outlay in costly equipment but a relatively quick cash return for his labor and investment.

This booklet is written for the information of our customers. In it we have tried to give helpful hints on growing and handling berries, and as accurate descriptions as we can of the varieties we handle. In growing strawberries for fruit as well as plants, our problems are pretty much the same as yours, and the things we have worked out will go along very closely to your own ideas.

It is our business to give you the best strawberry plants you can get anywhere, at the price and with the service that will please you.

Our plants are grown on deep, rich, well-cultivated soil. The roots are heavy and long, white and vigorous. The loose soil enables us to retain on the plant the many long, fibrous roots so often lost in digging on heavier soils.



Our plants are hand dug and immediately moved indoors for cleaning, sorting, counting and tying. There the old runners and dead leaves are removed, small and other questionable plants discarded. Roots are straightened, and plants tied in a nice bunch of twenty-five, full count, easy to handle, ready to set. The kind of cleaning and sorting job you like to have done.

Our plants are carefully packed in moss for shipment, guaranteed to reach you in good growing condition throughout the shipping season, up to May 10. After that date we will handle the plants as carefully as we can, but shipment must be made at the buyer's risk.

We are growers of plants, not jobbers. Our prices are farmers' and growers' prices, low enough for the commercial grower or for your garden, high enough to enable us to maintain our high standard of quality. Compare our quality, compare our prices.

We want to urge our customers to come here to the nursery for their plants. They can then see just how the plants are, have them fresher without the delay too often encountered in shipping, while the saving in shipping charges will go quite a long way toward paying the expenses of the trip.

Boonville, Indiana

"Received my everbearing plants and they were awfully nice. Will you please send me 200 Robinson?"

Mrs. Leo Leistner

VIRUS-FREE PLANTS

Occasionally we have heard berry growers stating that strawberries do not produce as they once did, with other growers of the opinion that certain varieties have failed. Very extensive work in the different states' experiment stations as well as at the USDA has shown that these failures may be in part at least attributed to what our plant pathologists call virus infection.

Virus symptoms vary with the variety of berry and with the type of virus. Leaves may become mottled, variegated, crinkled or dwarfed. The plants may seem bunched or clumped and have a bluish tinge. Virus is, however, distinctly different from the "June Yellows" which so often affects Blakemore and to a less extent Premier.

The common effect of the disease is a general decline in growth and vigor of the plantings. Not as many plants are made, plants are smaller, production curtailed. Certain varieties are hurt much more than others. Thus the western favorite Marshall, and the Midland are worthless when diseased, Catskill production seriously lowered.

However, it was found that strawberry virus is carried by certain aphids. Thus the problem of virus control resolves itself into starting with disease free stock and controlling the aphids by application of malathion or preferably parathion dust at frequent intervals.

We have therefore obtained virus-free stock from sources recommended by the USDA, isolated it from other stock, and dusted with 1% parathion throughout the growing season at regular intervals. This is what we mean when we say that our plants are grown from virus-free stock.

Due to the fact that detection of the virus is a long and tedious task which must be done in the growing season, and that the plants may be contaminated soon after a clean test, any certification of disease-free plants will be very difficult to maintain.

Since most of our states, including Indiana, do not certify virus-free plants, we think that we have gone along with the disease-free program as far as we can at this time.

Pendleton, Indiana

"We received the 2000 Premier strawberry plants in excellent condition. Also received balance of excess postage which I had sent you.

"I wish to thank you for the service you gave on this shipment, also for the fine plants which had roots as good as I ever saw on strawberry plants. Thanks also for the Gospel Measure that you give."

William R. Flory

BERRY CULTURE

SOIL AND CLIMATE

While the adaptability of strawberries to anything from the light sands of Florida to the heavy clays of Southern Indiana gives us plenty of leeway, we do rather prefer a sandy loam because it is so easily worked. And while the climatic range in our country is from the Gulf states to the Dakotas, we really think of our strawberry belt as extending from Tennessee and Arkansas north to Michigan and Wisconsin.

Whatever the type of soil, it must be high in fertility and humus content. This condition is difficult to reach in one year, but should be attained in the years prior to being put to berries by the use of barnyard manure, legumes, fertilizers, green manure crops, and those other practices familiar to good farmers.

Fall plowing is a good step in plant bed preparation. Certainly the soil must be well worked down to eliminate all clods, and to make the plant bed firm but friable. It is best not to have had the ground in heavy sod the previous year on account of cut worms and white grubs. These pests may do a great deal of damage in early season by eating off the plants at ground level.

Strawberries will do best on a soil that is slightly acid. Technically, we say that a pH near 6 is best, a pH somewhere between 5 and 7 is satisfactory.



COMMERCIAL FERTILIZER

While the soil for strawberries should carry a high fertility level, most of the gardens and truck patches where small plantings are made require no special treatment. But for the larger field plantings liberal applications of commercial fertilizer will generally pay off very well.

We would recommend broadcasting and working into the soil prior to transplanting at least 1000 pounds per acre of some good high analysis fertilizer. A soil analysis will indicate the kind of fertilizer to use, but something between 4-16-16 and 10-10-10 is a pretty good shot in the dark. A supplemental side dressing of maybe 250 pounds to the acre in late summer is a good thing.

In transplanting, avoid putting too much fertilizer right around the plant. However, if you are using water and add three pounds of starter solution—an analysis of approximately 10-51-17—to 50 gallons of water and use half a pint per plant you will have some astonishingly successful results.

TIME FOR SETTING

Time and again we see the importance of early setting of nursery stock, especially strawberries. This work is something that cannot be put off. Transplanting should be done as soon as the ground is in condition to work. When you should be making garden you should be setting your berry plants.

There is stored up in the strawberry plant in its dormant winter condition a great amount of energy to be used in the first growth of spring. Plants should be re-set while still dormant so that this new growth takes place after transplanting. After the new spring leaves have come and blossom buds are out, the plants have exhausted their stored energy and resetting is a great shock if not fatal to them.

We DO NOT offer plants for fall setting.

PLANT SPACING

Fruiting rows in commercial fields where at least part of the picking is to be done by tiring or careless children should be spaced at about four feet. In smaller patches where the picking will be done with more care to the plants, we can cut this space down considerably, maybe to as little as three feet.

The distance in the row will depend upon the ability of the variety used to make new runners. We set such kinds as Premier, Fairland and Vermilion at about eighteen inches, varieties like Catskill, Temple and Dorsett at about two feet. Such free-running kinds as Blakemore, Robinson, Dunlap, Tennessee Beauty, Armore and Dixieland will generally make a good row if set as far apart as thirty inches.

The number of plants needed per acre therefore depends upon the variety used. From the above spacing, it will take slightly more than 7000 plants for an acre of Premier, Fairland and Vermilion. About 5500 plants will set an acre of Catskill or Temple, while Robinson, Blakemore, Tennessee Beauty and Armore need only 4500 plants.

We favor the matted row system for the best and cheapest production, but strawberries will not do well in size of fruit or in total marketable fruit if the plants are too close together. By matted row we mean a row twelve or fourteen inches wide with the individual plants about four inches apart in the row. If the year's growth leaves them closer, the smaller plants should be rigorously thinned out.

OUR CUSTOMERS SAY —

Swayzee, Indiana
May 9, 1957

To Fairview Fruit Farm —

Thanks for the nice strawberry plants and the promptness in sending them. I got them all set yesterday. I am sure that they will do well for they were good plants and well cared for.

Mrs. Lora N. Morrison

TRANSPLANTING

Strawberries are transplanted successfully in many ways, and with a variety of tools. For small patches, a garden trowel or small spade is very handy, while for large plantings the machine transplanter does a very excellent job. **Just fan the roots out as much as you can in the moist dirt of a deep hole or trench, SET THE PLANT AT THE HEIGHT IT ORIGINALLY GREW, and press the soil firmly around the roots. Don't bunch up the roots in the ground. Don't leave air pockets. Don't puddle the ground around the plant by working it when the ground is too wet.**

Each spring a new set of roots starts from the crown of the strawberry plant, and in case of the one that is new set, the crown must be in the moist dirt or the new roots will not start and the plant cannot thrive. If the crown is covered, it will turn yellow and finally rot. Hence the importance of depth in setting.

If the roots of the plants are too long, we cut them back to a length of about five inches. Just for convenience in handling—it doesn't make any difference in growth.

We never bother to use water in re-setting if it is done when it should be—early. It is a good practice, though, in case of very late setting.

CULTIVATION

Cultivation should start soon after the plants are set and continue throughout the growing season. Many growers have their personal preferences in certain tools, sometimes rather expensive, for this purpose. But it is doubtful if they are any better than the usual cultivators found around most farms.

We like the garden tractors very well, even in larger plantings, since it enables you to cultivate very closely to the plant and makes hoeing much easier, and faster. Keep the weeds down, keep the ground level, loose, and friable.

In dry seasons it is often necessary to imbed the runners in the damp underneath soil to enable them to take root early and develop a good root system. The first runners should be encouraged to take root, for they will make the largest and heaviest plants, and do best in the next fruiting season.

All blossoms should be clipped off in the new patch as soon as they are well formed, and from everbearers until the plant is thoroughly established, about July 1st.



**Labor Saving, Home-Made Mulcher
Used By L. S. Garver, Youngstown, Ohio**

MULCHING

Mulching should be done in the fall as soon as possible after the summer's growth is finished — before really severely cold weather.

What to use and how to apply it can best be decided with the purposes of mulching in mind — (1) to prevent winter damage from excessive cold when plants are unprotected and from alternate freezing and thawing, (2) to conserve moisture in the bearing season and keep the soil in better condition, (3) to keep down weeds, (4) to keep fruit clean, (5) to retard growth somewhat in early spring, thereby lessening the danger from early frosts.

We generally use wheat or rye straw, mulching to a depth of about three inches and requiring something less than three tons for an acre. Other good materials are shredded fodder, spoiled ensilage, cane pumice and saw dust, especially since they contain no weed seed. Such material as clover buffins is poor because of weed, grass or clover seed. For the same reason it is a poor practice to top dress a berry field after the plants are grown, unless you are very sure there are no grass or weed seeds in the material used.

Early in April, just when new growth starts, you must go along the row and lift just enough of the mulching material to allow the new growth to show through to the sunlight.

CARE OF PLANTS

Handling of the plants after they reach you is one of the most important factors in the success of your strawberry project. To avoid delays in transit as much as we can, we send plants on only the first days of the week, and will advise you when shipment is made. Check with your express agent or postmaster and pick up the plants on arrival.

Set them out at once if you can. If weather conditions prevent transplanting, make arrangements to keep the plants cold. If they are dormant and kept at a temperature of 30° they will keep in perfect condition for an indefinite period. Your refrigerator is a good place for small packages, and generally your locker plant can accomodate several thousand plants for some time. Just keep the plants cold.

If you simply must hold plants and have no cold place, then heel them in. That is, dig a deep narrow trench, break the bundles, and set the plants along in the trench just touching each other. Cover to the crown with moist earth. Set in the field as soon as planting conditions are favorable.

Just prior to setting, wet the plant roots thoroughly. Let them plump up a little. An hour is not too long. Keep the roots moist until they are in the ground. Do not drop the plants too far ahead if you are setting by hand, or let them lie in the boxes of the transplanter unprotected from sun and wind while you are adjusting the machine.

Be careful at all times.

OUR GUARANTEE

We guarantee our plants to be true-to-name, dug from new beds, free from injurious plant diseases, of the best quality the trade affords, and to reach you in good growing condition.

If the plants are faulty in any way and we are notified at once upon their arrival in your hands, we will either refund the purchase price or replace the stock, at the buyers option.

On account of the fact that growing conditions are far beyond our control, we cannot be responsible for the success of the crop, and in no case will be accountable for more than the original purchase price.



At Work in Renovation

RENOVATING OLD FIELDS

Renovating an old field and preparing it for another year's fruiting is likely to be one of the toughest jobs a grower has. Every patch has its own problems and no set rules can be given for the task. Prospects for next year are generally not as good as for the year preceding as the crown of the plant deteriorates with each season and the new root system that comes each year is just a little weaker. We generally think that a berry patch should be fruited profitably for two years and that thereafter it is best to have a new planting to take its place.

As soon as possible after the fruiting season is done, we go along each side of the row with a tool of the roto-tiller type. This cuts the width of the row to about six inches, effectively stirs up the ground between the rows, and destroys most of the weeds. A good hoeing then leaves the ground in very good shape. We repeat the whole procedure once or twice in the growing season, allowing the row to grow to a width of twelve or fourteen inches.

We like to apply about 500 pounds of a 10-10-10 fertilizer right in the row as soon as renovation starts.

We are glad at any time to answer any questions not covered above, and have a very personal interest in your success with our plants.

Carrollton, Illinois

I was so well pleased with the strawberry plants received from you recently that I am ordering 500 more, Blakemore or Armore.

Claude Bowker

CHEMICAL AIDS

Some of the new insecticides, fungicides, and weed killers lately coming into general use will help you a good deal in attaining better yields in large and small patches at a relatively small cost.

Kinds and amounts of chemicals to be used vary with insects and diseases, as well as type of soil and latitude. Some insects destructive in the south are held almost completely in check by our rigorous northern winter. Consult your Extension Agent for specific recommendations and follow closely the directions of the manufacturer.

Some of the chemicals you may find helpful and inexpensive -

Chlordane — drill in the soil before planting to control such insects as white grub, cut worm, ants.

D D T — for leaf roller and leaf beetle.

Chlordane & D D T — for spittle bug, tarnished plant bug, clipper, crown borer, root louse.

Captan — for leaf spot, and various molds that attack some of our softer varieties in hot and moist weather.

CRAIG HERBICIDE NO. 1

The best weed killer still harmless to the strawberry growth is for us Craig Herbicide No. 1. This chemical is fatal to a sprouting seed but harmless to a plant already above the ground.

Clean up the patch when the plants have been set about thirty days and spray it thoroughly. Enough water must be used to wet down to about $\frac{1}{4}$ inch. The amount of water needed must depend on how dry the ground is and the character of the soil.

Another treatment should be given after an interval of probably a month, or before another weed crop is starting.

Your dealer should stock any of these chemicals.

CHOICE OF VARIETY

Choosing the variety is one of the big problems for the strawberry grower, especially so with the introduction of so many new and promising by the various experimental stations as well as the USDA.

More confusing, the results of the test plots vary so much. From year to year at one station as well as from station to station for a certain year. Adverse weather conditions such as late frost, drought, excessive moisture, temperatures at picking time, all enter into the picture.

Choose for the greater part of your plantings the varieties that have done well for you and in your community, while you experiment with the other kinds to your satisfaction.

The table below gives some general comparisons, while in the following pages we have tried to point out the varietal characteristics in more detail.

	Yield	Firmness	Quality	Size	Season
*Premier	Very good	Fair	Good	Good	Very early
Premier	Good	Fair	Fair	Good	Early
Catskill	Very good	Good	Good	Good	Mid-season
Temple	Poor	Fair	Fair	Poor	Mid-season
Fairfax	Poor	Good	Very good	Very good	Mid-season
Vermilion	Good	Good	Good	Fair	Mid-season
Fairland	Fair	Fair	Good	Fair	Mid-season
Dorsett	Poor	Fair	Good	Good	Mid-season
Empire	Good	Good	Medium	Large	Rather late
Sparkle	Fairly good	Good	Good	Medium	Mid-season
Poca-					
hontas	Very good	High	Rather tart	Large	Mid-season
Robinson	Very good	Fair	Good	Very large	Late
Tennessee					
Beauty	High	Very firm	Fair	Fair	Late
Blakemore	High	Very firm	Tart	Fair	Mid-season
Dixieland	High	Very good	Fair	Good	Mid-season
Armored	Good	Good	Good	Good	Rather late

*The old Premier

PREMIER

"Best and Most Popular Berry"

For close to forty years and until the advent of Robinson, Premier had no serious contender for the strawberry growers' favor. To-day these two varieties make up 95% of the acreage in northern fields, and where berries are being picked and cleaned for processors, Premier is being used in four out of five cases.

The Premier plants are large, deep and heavily rooted. This variety is not a prolific plant maker, but the good grower has little trouble in getting a good row. The plant population may be better in fact than for many varieties whose plants may get too thick for best fruiting. The foliage is light green, leaves definitely cupped, practically free from foliage diseases, and close to the ground to give added protection to the fruit.

The fruit is large, bright red, getting darker when full ripe. It ripens uniformly, and a bright green cap adds to the attractive appearance in the baskets, helping to sell them at the higher price which the quality of the fruit merits.

The primary berries are liable to be cock's-comb in shape, with the later ones longer and more conical. They are firm in texture, too, keep well on the vines, and hold pretty well after being picked, which feature adapts them to reasonable handling and hauling.

No berry is frost proof, but Premier is often spoken of as such because several fruiting stems appearing in sequence on each plant practically insure a sizable crop in case of out-of-season frost at any time. A sure cropper.

Premier is quite acceptable for table use, therefore for your garden, and for the commercial grower we recommend it without reservation. **It is the standard of comparison for all other kinds.**

The virus-free Premier is very different from the Premier that we have always known. We think that it amounts to simply a new and very productive variety, with good qualities all its own.

We carry separately the old Premier, very tolerant to the virus, apparently, and the new virus-free strain. In ordering, please specify the kind you wish, if you have a preference.

ROBINSON

Sometimes known as Scarlet Beauty, sometimes as Kardinal King, Robinson has caught on with strawberry growers quicker than any variety since the advent of Premier. Favored by commercial grower and gardener alike.

For some years growers faulted Robinson on two counts—the green lower tip of the first berries with light flesh, and softness of the fruit with excessive heat and rain. These faults were encountered much more in southern fields, while in northern latitudes they gave little or no trouble.

We are sure now that this great berry will do well throughout the Premier territory. It is of the same general type, light green, healthy foliage, cupped leaves. Robinson plants, however, are deceptively small to produce such a large berry, and they run so freely that they may well get too thick in the row. Robinson starts to ripen about a week later than Premier.

The berry is the largest we know. It is smooth-skinned, glossy, bright red, with the prominent yellow seeds and bright green cap that makes such an attractive appearance. The first berries to ripen are liable to be green on the under side, but later in the season they ripen quite uniformly.

The high yield that Robinson will give and the eye-taking appearance of the very large fruit recommend it as a commercial variety, while we like the mild sweet flavor so well that we use it whenever we can as our dessert berry, and for our freezing exclusively.



A very successful project — Mrs. R. G. Simons, Kenosha, Wisconsin

BLAKEMORE

Blakemore is probably grown on more acres than any other variety. Responsive to care and attention, it is also such a rough and ready sort that it does well under conditions of neglect and abuse. In part, perhaps, because Blakemore is such a plant maker that they often grow too thick.

The fruit is of good, even size, smoothly rounded, with a fairly attractive appearance. It ripens uniformly, medium early. Quite tart, firm and solid. Probably the best shipping berry there is, and a pretty good yielding kind, too, if the plants are not too thick. The firmness of this variety makes it a prime favorite in the South, but we have seen many good patches this far north. Some local growers like it as well as Premier.

With us, the quality of this berry has not been as good as we like to have. It is quite tart, without the redeeming feature of rich flavor. It is also susceptible to "yellows" which is liable to develop at any time, in spite of most careful selection.

TENNESSEE BEAUTY

Easily the best of the new kinds from the Tennessee Experiment Station, Tennessee Beauty has many of the characteristics which have made its Blakemore parent so popular. It is so good that it has replaced Blakemore in much of the southern territory and would be more popular farther north if it had not been handicapped by its name.

It is a free-running variety, with nice large individual plants. Sets a lot of fruit, stands very high in production. Late season in ripening.

Fruit is large and showy, of very good quality, with a good strong strawberry flavor. Not really a sweet berry, but not objectionably tart either.

This Tennessee Beauty is one of our very best varieties. Very hardy, high in production, good quality, excellent for freezing. Firm in texture for distance shipping, nice appearance.

CATSKILL

Catskill is one of the best commercial varieties. The foliage is vigorous and healthy. The plants are large, strong and rugged. They run freely, and easily attain a good row. The flower stalks are heavy and stand high, blossoms are quite large.

Primary berries are liable to be rather deeply furrowed and have a generally rough appearance. Later ones are smooth and round. They are quite large, bright red at first, shading darker with full ripening and after picking. They are firm and solid, too, as good as Premier in the respect. All right for ordinary handling and hauling. Bright, large and more than ordinarily attractive in the basket. Desirable for freezing, and well liked by processors.

While we generally think of Catskill as a commercial berry, its high quality recommends it for garden use as well. Ripening almost a week later than Premier, Catskill becomes a choice kind for supplementing Premier and extending the fruiting season.

I think that the finest bearing strawberry patch I ever saw was one owned by W. L. Chitwood & Sons of Dayton, Ohio. Beautiful Catskill, commanding a higher price and a ready sale on the Dayton market.

DIXIELAND

Dixieland is a new Midland-Blakemore cross making a determined bid for favor throughout the region where the latter parent has been so popular. We have not yet had an opportunity to see it under producing conditions, but from many reports it may be good enough to take over a good share of the commercial acreage, especially in the southern fruit section.

Midland was a berry of much promise, with the great trouble of getting a satisfactory row. Midland as a parent has given to Dixieland a much better quality, a larger plant, and a larger berry.

From its parent Blakemore, Dixieland is a free-running variety with strong light green foliage. The berries are large, bright red, very firm, a little tart, an excellent shipper with an attractive appearance.

Dixieland berries will run larger, bring a better price. They have out yielded Blakemore in several side by side tests.

A commercial berry adapted especially toward the south.

ARMORE

The many favorable reports we have had on this Aroma—Blakemore cross developed at the Missouri Experiment Station indicate that in Armore we have something approaching the plant breeder's dream—a berry that has the good qualities of both parents.

From Aroma we have medium large berries, attractive appearance, better quality. From Blakemore we have those characteristics which have made it so important to the southern fruit grower.

A free-running kind that makes a good row of plants somewhat larger than those of Blakemore; Armore has shown a high yield over a long ripening period. A light bright color and firm skin and flesh adapt it to long distance shipping. At the same time, a nice flavor and aroma recommend it for retail trade near by.

Armores gives every promise of becoming one of the leading varieties for commercial use wherever Blakemore is now favored as well as in the northern fruit belt.

FAIRFAX

The plants of this variety are very large. Roots heavy and long, crown large. Leaves wide and high above the ground. Blossoms large, fruiting stems high and heavy.

Berries large, dark, with distinctive flavor that many people like. A very nice kind for your garden or as a dessert berry, but does not yield well enough for us.

DORSETT

Introduced at about the same time as Fairfax, Dorsett resembles it in many ways as far as the fruit is concerned. Foliage is somewhat heavier, with the leaves drooping rather than cupped.

Berries large, glossy, excellent flavor.

When weather conditions are perfect, Dorsett is tops in strawberries in every way. However, this variety seems vulnerable to any adverse circumstance and too often fails to come up with satisfactory yields.

POCAHONTAS

A new cross between Tennessee Shipper and Midland, Pocahontas is one of the most promising of the new varieties.

It is a luxuriant grower and prolific plant maker, superior even to Blakemore and Robinson. Should not be planted too close in the row.

The fruit is light in color, firm enough for growing in southern states and shipping to northern markets. A little tart in flavor but not as much so as Blakemore. Large in size on the average, does well in holding acceptable size into late season.

In many production tests from Kansas to Beltsville and north to Purdue University, Pocahontas has led the list in many cases and in the other cases has been very close to the leaders. A composite score higher than any other variety on the list.

EMPIRE

Empire was originated in New York state, where it is recognized as one of the best. Nice foliage, makes a very nice row.

Berries are large, the quality good. Nice appearance, firm enough for ordinary handling. Mid-season.

We have not yet fruited Empire, but reports on it have been so good that we are adding it to our list.

LATHAM RED RASPBERRY

The big hardy red raspberry which is standard in its field. Does well in all sections.

Berries are large, fine color, marvelous flavor.

The best in its field.

Prices on No. 1 per 25 — \$1.50

1 year plants per 100 — \$4.00

In some strawberry growing centers, especially where berries have been grown on a large scale for some years, "red stele" has become a very serious threat to the whole industry. In this virus disease the stele, which is the duct in the center of the root and normally white in a healthy plant, turns to a reddish brown and dies. The top of the plant is thus cut off from all nourishment and dies. This trouble seems to occur just at bearing time, and too often a nice prospect for fruit has been ruined in a matter of days.

In some cases the situation has become so serious that growers have been forced to drop varieties they have been using for a long time in favor of other kinds not susceptible to red stele or not affected by it.

Vermilion, Sparkle, Fairland and Temple are such varieties.

VERMILION

Vermilion has performed very well in competition with other varieties in a series of comparative tests at the University of Illinois where it originated as well as various other experimental plots such as Purdue University and the USDA at Beltsville, Maryland. It has done especially well in the first year of production. Its red stele resistance has been especially valuable in sections where this disease is prevalent.

The Vermilion fruiting row is beautiful, made up of luxuriant growth of larger plants rather than too many smaller ones.

The fruit is medium to large, but of uniform and quite satisfactory size, bright and glossy red, vermilion. Nice quality of fruit, rather on the sweet side. Good enough for freezing. Likely to be some green spots on the under sides of the first berries to ripen, but later ones ripen uniformly.

We have had so many good reports of Vermilion's performance throughout the north central section that we are glad to recommend it heartily for this area. Probably the best of the kinds resistant to red stele.

SPARKLE

Sparkle is a free-running plant maker, and should be watched to prevent its making a row too thick.

Quality of the fruit is good, glossy skin and red clear through. A great many berries are set to each plant, and while the size of the first berries is very good, later ones are apt to run down in size to some extent.

A very fine variety except for a tendency of the cap to cling tightly enough to make cleaning a little harder.

One of the best of the varieties resistant to red stele.
Late in ripening.

FAIRLAND

Fairland is one of the more productive varieties that are red stele resistant.

A nice growing kind of the Premier type, Fairland is adapted to the northern berry section. Broad, light-colored, cupped leaves help make a nice appearing row of the large plants.

The berries are large, with nice bright color, quality fair. Total yield generally satisfactory.

A good commercial variety for northern latitudes where red stele has given trouble. But not as productive as some other kinds, generally.

TEMPLE

I think that Temple makes the nicest rows of any variety. The leaves stand large and very high, crown and root systems very heavy. Makes a lot of runners too, with a red color showing through the skin along stem and leaf.

One of the first recognized red stele resistant varieties.

We have had many conflicting reports on the performance of Temple. In eastern states the total yield has been exceptionally good and the overall performance very satisfactory. At the same time some southern Indiana growers have been warm in their praise.

With us, however, Temple has not done well. While foliage growth has been especially good, the fruit has been too small and the total yield unsatisfactory. Mid-season in ripening.

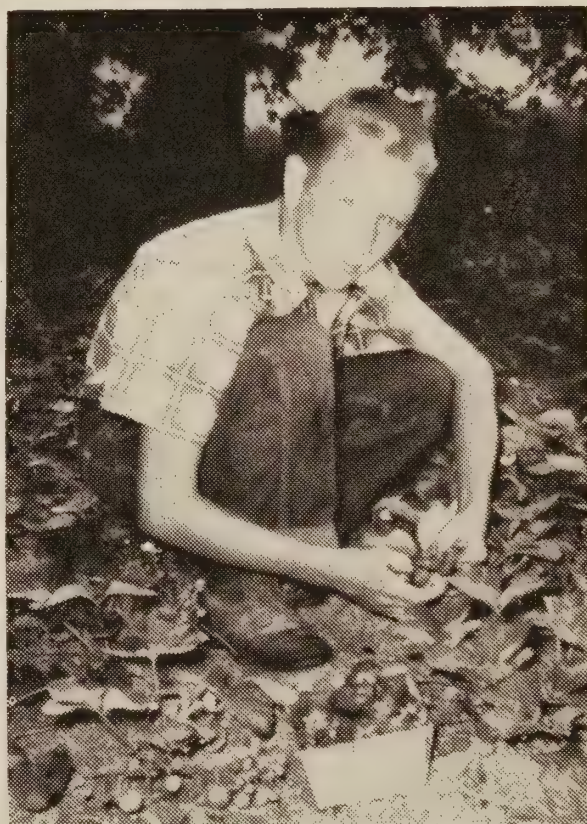
SENATOR DUNLAP

This is the great old variety too well known to strawberry lovers to need lengthy description, as it has been a very popular favorite for a great many years. It is a hardy grower and prolific plant maker, the sort of rough and ready variety able to take a lot of abuse and still come up with a good crop. While we certainly would not recommend such treatment, we have seen Dunlap come up with very nice berries after being abandoned to the weeds the previous year.

The berry is medium sized, dark red clear through, very rich in flavor, very good for your garden. Not a good commercial kind because the fruit turns too dark after sitting, it is liable to run small in late season, and it is not tough enough to handle well.

We may be partial to Dunlap because it was the main crop variety when we first got acquainted with berries fifty years ago. We still think it is the richest flavored, highest quality berry you can have, used any way you like.

Mid-season in ripening, just a few days later than Premier. Try this berry on fertile, moist soil, keep the plants well thinned, and discover strawberries at their luscious best.



4-H Project — September Berries

Scipio, Indiana

"If the Robinson plants are still available I want 100 more. Thank you for your prompt delivery on my first order. My plants were in fine condition."

Mrs. C. E. Moir

EVERBEARERS

For many years we have been very dubious about the culture of everbearers, and in fact have advised against their use in many cases. We had observed too many failures. Many were "near misses", to be sure, but still very doubtfully successful. Also, varieties showed a tendency to "run out". This came about from the fact that the plants that made the most runners made fewer berries, and the plants that bore heavily made relatively few runners. Thus in propagation of the variety by new plantings, the plants used were generally from the lines which bore least.

However, recent very successful experiments at the Ohio experimental station at Wooster have showed how anyone can have an abundance of fresh berries throughout late summer and early fall, with relatively little expense and trouble.

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The planting pattern is as shown in the accompanying diagram. The plants are set 1 foot apart in rows 1 foot apart. Three or four rows are set, then enough space is left to walk through, and another group of rows are planted, and this pattern is continued through the patch.

Cultivate the plants once and hoe out remaining weeds. Then cover the entire planting to a depth of 1 to 1½ inch with saw dust, and maintain this mulch throughout the summer.

If more weeds come through the saw dust they must be pulled or clipped off, since hoeing would mix the soil with the saw dust. Sometimes more saw dust must be added to maintain its depth to a full inch throughout the season.

Use the hill system, that is, cut off all runners as they start and keep for fruiting just the plants that were transplanted in the beginning. If no sawdust is available, ground corn cobs will do almost as well.

This method has generally been very successful in producing real crops of very beautiful fruit. Sometimes, in cases of extremely dry weather, it is a good plan to add some water for irrigation, but in most cases the saw dust mulch has held the moisture quite well.

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We cannot recommend this saw dust method of growing everbearers as a good commercial proposition except in very special cases, such as roadside stands where large clean fruit would command extra good prices. In large plantings the expense is heavy in both time and money. But if you have a little extra time and necessary material is readily available, the saw dust method offers a wonderful sort of hobby with an outcome both interesting and profitable.

Since most everbearing plant sales are in relatively small numbers and therefore involve relatively small sums of money in single sales, too many "new" or different varieties have been taken as the subjects for promotional schemes by a few nurserymen. In these cases the plants have been sold at unreasonably high prices, the buyers disappointed. Watch out for this situation again.

Everything considered, Everbearers do marvelously well. They are an-cut-of-season delicacy, a favorite dish with all the family and a fancy dessert for guests. Plants are handled just the same as other strawberries. They are set early and carefully tended. All blossoms are kept clipped off until the plants are well established about July 1, after which they are allowed to develop and fruit is available till frost.

Everbearers get their name from their ability to bear fruit during the late summer and fall season. They do best in the year when they are set, but they cannot compare in total production with the June bearers, although some kinds do perform creditably the next spring season. Thereafter it is best to just abandon the patch. Generally, renovation will not pay and it is much better to set new plantings each year.

TWENTIETH CENTURY

We obtained our first plants of this variety in 1956 after many reports on how well it was doing in many places. Its performance was creditable in spite of the very dry fall which curtailed production.

△△ Twentieth Century plants are large, leaves heavily veined, light green. Berries nice sized, dark red, pretty sweet. We think you will like this new everbearer.

GEM

For many years we have considered Gem as tops in the everbearing field, and we think more highly of it as we receive more reports on the exceptional performances of Superfection and the "new" Brilliant. For everything said of these two varieties applies also to Gem, as they are, we think, so nearly if not exactly the same.

Gem is superior in many ways. Grown by the hill system with the saw dust mulch, the mother plant becomes large, with many large leaves. If used in the matted row manner, a good row is made. Leaves are smooth and waxy looking and practically free from leaf spot to which all kinds are subject.

Berries are large and showy, firm enough to handle nicely. The berry is somewhat tart but has a nice flavor. Not equal to some of best June bearers in quality but still acceptable.

SUPERFECTION

When we obtained our foundation stock of Superfection a few years ago, we could see no difference between this "new" everbearer and the Gem we had had for many years.

Since then we have seen the two varieties grown side by side in several cases, and we can see no difference, and most nurserymen agree on this observation. Superfection is capable of all the production feats credited to Gem.

In the Ohio production tests Gem and Superfection made the best records where the sawdust was used. We can recommend them highly.

STREAMLINER

Streamliner is one of the newer everbearers that has given a very satisfactory performance in many sections. So many good reports have come in for it that we think it very worthy of a complete trial.

Streamliner runs freely to make a very nice row. The leaves are round and dark, smooth, glossy, cupped, with serrated margins.

Berries are medium to large, dark red, rather rough, with pleasing flavor.

Directions for Purchasers

We pay transportation charges only when plants are ordered at the 100 rate.

All other prices are f. o. b. Pierceton, you pay transportation.

Shipped by either parcel post or express. Be sure to tell us how to ship. Large orders we send express unless otherwise directed, small orders by parcel post.

A special commodity express rate applies to out of the state strawberry plant shipments from our express station. This rate is much lower than regular 2nd class express. Ask your express agent.

If sufficient money to pay parcel post charges is not sent with order, plants will be sent C.O.D. for the amount of the postage due, for we cannot keep accounts and send bills for small items of postage. C.O.D. charges are high, so be sure to send ample postage and we will refund the difference due you.

Shipping weight varies with the season and the variety, but will approximate 4 pounds per 100 plants.

PLEASE WRITE YOUR NAME AND ADDRESS PLAINLY.

**STATE OF INDIANA
DEPARTMENT OF CONSERVATION
DIVISION OF ENTOMOLOGY
INDIANAPOLIS**

Certificate No. 703

Fairview Fruit Farm
Glenn P. Galloway
Pierceton, Indiana

CERTIFICATE OF NURSERY INSPECTION

This is to certify that the Nursery stock grown by the individual or firm whose name appears hereon, consisting of 30 acres, has been inspected by the undersigned or his authorized representative on August 5, 1957, in compliance with Chapter 177, page 291, Indiana Acts of 1907, and has been found apparently free from destructively injurious insects and plant diseases.

This certificate covers strawberries and is valid, unless revoked for cause, until August 1, 1958.

Issued: October 9, 1957

FRANK N. WALLACE
State Entomologist

1958 PRICES

Variety	50	100	1,000	5,000 per 1,000	10,000 per 1,000	25,000 per 1,000
*Premier	\$1.25	\$2.00	\$11.00	\$10.75	\$10.50	\$10.00
Premier	1.25	2.00	11.00	10.75	10.50	10.00
Catskill	1.25	2.00	11.00	10.75	10.50	10.00
Temple	1.25	2.00	11.00	10.75	10.50	10.00
Fairfax	1.25	2.00	11.00	10.75	10.50	10.00
Vermilion	1.25	2.00	11.00	10.75	10.50	10.00
Fairland	1.25	2.00	11.60	10.75	10.50	10.00
Empire	1.25	2.00	11.00	10.75	10.50	10.00
Sparkle	1.25	2.00	11.00	10.75	10.50	10.00
Dorsett	1.25	2.00	11.00	10.75	10.50	10.00
Robinson	1.25	2.00	10.00	9.75	9.50	9.00
Tennessee						
Beauty	1.25	2.00	10.00	9.75	9.50	9.00
Armored	1.25	2.00	10.00	9.75	9.50	9.00
Blakemore	1.25	2.00	10.00	9.75	9.50	9.00
Dixieland	1.25	2.00				
Dunlap	1.25	2.00	10.00	9.75	9.50	9.00
Pocahontas	1.25	2.00	10.00	9.75	9.50	9.00
Gem	1.50	2.50	15.00	14.00	13.00	12.50
Superfection	1.50	2.50	15.00	14.00	13.00	12.50
Streamliner	1.50	2.50	15.00	14.00	13.00	12.50
20th Century	1.50	2.50				

* Indicates old strain of Premier.

500 or more at the 1,000 lot quotations.

On orders of less than 500 plants we pay postage at above prices.

We do not pay transportation charges when the price is figured on the 1,000 lot basis.

Please read carefully the instructions to customers on page 22.

Please note that our address is Pierceton, not Princeton.

We are located on State Road 5, eight miles north of its intersection with U.S. Road 30.

Our telephone — North Webster 724R.

Our References: Farmers Loan and Trust Co., Columbia City, Indiana; Postmaster, Pierceton, Indiana; Express Agent, Columbia City, Indiana; Frank N. Wallace, Indiana State Entomologist.

